



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Botelho, et al.

Appl. No.: 09/728,704

Filed: December 1, 2000

Title: DATA PROCESSING SYSTEM
FOR TARGETED CONTENT

) Group Art Unit: 3622

) Examiner: Daniel Lastra

) Office Action mailed: March 30, 2004

) Attorney Docket No.: ZD-P001

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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OCT 7 2004

GROUP

PRELIMINARY AMENDMENT

Dear Sir:

In response to Final Office Action dated March 30, 2004, Applicants are filing a Request for Continued Examination (RCE) and this Preliminary Amendment.